



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 325368

Schedule Dates 08/15/12-08/21/12
Advertiser Pol/Iss/Americans for Prosperity (11360)
Agency Mentzer Media Services, Inc. (3427)
Product Political - Issue (1068)
Brand 1835 AFP (134343)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1835
Account Types National/Political
Billing Type Standard
Comments AMER FOR PROSPERITY
AMERICANS FOR PROSPERITY

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Jill Hipskind
CO-OP No
Headline # 06262065
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,462.50
Net Total \$93,287.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Aug. 2012
Spots 65
Rate \$109,750.00
Grand Total: 65 \$109,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	7A- 8A (EST)				2	2	2			6	\$1,800.00	\$10,800.00	Charlotte (WSOC)	2X MAX/DAY	8/3/12
2.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	8A- 9A (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
3.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	12P- 1P (EST)				1	1	1			3	\$700.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
4.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	5P- 5:30P (EST)				1	1	1			3	\$1,700.00	\$5,100.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
5.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	5:30P- 6P (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
6.0	Normal Line / Spot	08/15/12-08/17/12	3	:30	6P- 6:30P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
7.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	6:58P- 7:30P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
8.0	Normal Line / Spot	08/15/12-08/17/12	2	:30	7:30P- 7:58P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
9.0	Normal Line / Spot	08/15/12-08/16/12	2	:30	11:35P- 12:05A (EST)				1	1				2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
10.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	6A- 7A (EST)							2		2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
11.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	7A- 8A (EST)							2		2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
12.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	8A- 9A (EST)							1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
13.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	12P- 12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
14.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	6P- 6:30P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	7A- 8A (EST)								2	2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
16.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	8A- 9A (EST)								2	2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
17.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	12P- 12:30P (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
18.0	Normal Line / Spot	08/19/12-08/19/12	2	:30	7P- 8P (EST)								1	1	\$5,300.00	\$5,300.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
19.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	7A- 8A (EST)		2	2						4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	2X MAX/DAY	8/1/12
20.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	8A- 9A (EST)		1	1						2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
21.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	12P- 1P (EST)		1	1						2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
22.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	5P- 5:30P (EST)		1	1						2	\$1,700.00	\$3,400.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
23.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	5:30P- 6P (EST)		1	1						2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
24.0	Normal Line / Spot	08/20/12-08/21/12	3	:30	6P- 6:30P (EST)		1	1						2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
25.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	6:58P- 7:30P (EST)		1	1						2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
26.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	7:30P- 7:56P (EST)		1	1						2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
27.0	Normal Line / Spot	08/20/12-08/21/12	2	:30	11:35P- 12:05A (EST)		1	1						2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12
28.0	Normal Line / Spot	08/20/12-08/20/12	3	:30	8P- 10P (EST)		2	2						2	\$6,000.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	8/1/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
Accepted Station: _____ Date: _____
Comments: _____

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Product	Political - Issue (1068)	CO-OP	No
Brand	1835 AFP (134343)	Headline #	06262065
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	CLOYD, ELISE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1835	Commission	\$16,462.50
Account Types	National/Political	Net Total	\$93,287.50
Billing Type	Standard	Sales Tax	
Comments	AMER FOR PROSPERITY AMERICANS FOR PROSPERITY		

Charlotte (WSOC)	
By Broadcast Month	Spots
Aug. 2012	65
Grand Total:	65
	Rate
	\$109,750.00
	\$109,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	12:05A- 12:35A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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AUG2/12 18.17
*** WSOC-TV ***

DATE AUG2/12 18.17

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-800A	30		\$1,800.00	8/15	8/17	6		W-F	6
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 1835												
PROGRAM : GMA RA50+ : 5.0 CON COM1 : 2X MAX/DAY												

AUG2/12 18.17
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			600A-700A PROGRAM : NEWS RA50+ : 3.0	30		\$700.00	8/18	8/18	2		SAT	2
11			700A-800A PROGRAM : NEWS RA50+ : 4.0	30		\$700.00	8/18	8/18	2		SAT	2
12			800A-900A PROGRAM : GMA SAT RA50+ : 3.0	30		\$1,000.00	8/18	8/18	1		SAT	1
13			1200N-1230P PROGRAM : NEWS RA50+ : 3.0	30		\$550.00	8/18	8/18	1		SAT	1
14			600P-630P PROGRAM : NEWS RA50+ : 6.0	30		\$1,200.00	8/18	8/18	1		SAT	1
15			700A-800A PROGRAM : NEWS RA50+ : 4.0	30		\$700.00	8/19	8/19	2		SUN	2
16			800A-900A PROGRAM : GMA SUN RA50+ : 3.0	30		\$1,000.00	8/19	8/19	2		SUN	2
17			1200N-1230P PROGRAM : NEWS RA50+ : 3.0	30		\$500.00	8/19	8/19	1		SUN	1
18			700P-800P PROGRAM : AFHV RA50+ : 5.0	30		\$5,300.00	8/19	8/19	1		SUN	1

REP HEADLINE# 6262065
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 18.17
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			700A-800A PROGRAM : GMA RA50+ : 5.0 CON COM1: 2X MAX/DAY	30	2	\$1,800.00	8/20	8/21	4		M-TU	4
20			800A-900A PROGRAM : GMA RA50+ : 4.0 CON COM1: 1X MAX/DAY	30	2	\$1,800.00	8/20	8/21	2		M-TU	2
21			1200N-100P PROGRAM : NEWS RA50+ : 4.0 CON COM1: 1X MAX/DAY	30	2	\$700.00	8/20	8/21	2		M-TU	2
22			500P-530P PROGRAM : NEWS RA50+ : 5.0 CON COM1: 1X MAX/DAY	30	2	\$1,700.00	8/20	8/21	2		M-TU	2
23			530P-600P PROGRAM : NEWS RA50+ : 6.0 CON COM1: 1X MAX/DAY	30	2	\$1,800.00	8/20	8/21	2		M-TU	2
24			600P-630P PROGRAM : NEWS RA50+ : 7.0 CON COM1: 1X MAX/DAY	30	2	\$2,000.00	8/20	8/21	2		M-TU	2
25			700P-730P PROGRAM : INSIDE EDITION RA50+ : 6.0 CON COM1: 1X MAX/DAY	30	2	\$2,000.00	8/20	8/21	2		M-TU	2
26			730P-800P PROGRAM : ET RA50+ : 4.0 CON COM1: 1X MAX/DAY	30	2	\$2,000.00	8/20	8/21	2		M-TU	2

REP HEADLINE# 6262065
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 18.17
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
27			1135P-1205A	30		\$1,000.00	8/20	8/21	2		M-TU	2
PROGRAM : NIGHTLINE												
RA50+ : 4.0												
CON COM1: 1X MAX/DAY												
28			800P-1000P	30		\$6,000.00	8/20	8/20	2		MON	2
PROGRAM : BACHELOR PAD												
RA50+ : 8.0												
AUG/12 109750.00												
												CONTRACT TOTAL 109750.00
												TOTAL SPOTS 65

MARKET TOTALS \$296,621 WSOC 37% WBTV 34% WCNC 23% WCCB 6% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%
 SVC- NSI BOOKS- JUL/PJ
 DEMOS- RA50+*